



Call to Artists: Reimagining our Iconic Water Tower



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The Water Tower Art Project



- City & Yuba Sutter Arts (YSA) partnership
- Multiple concepts considered for art installation type:
 - 360° mural (hand-painted or vinyl wrap)
 - Use of entire structure
 - Logo or icon to replace current art
- Call to Artists has been drafted with open/unspecified definition

Ongoing Project: Utility Box Mini-Murals

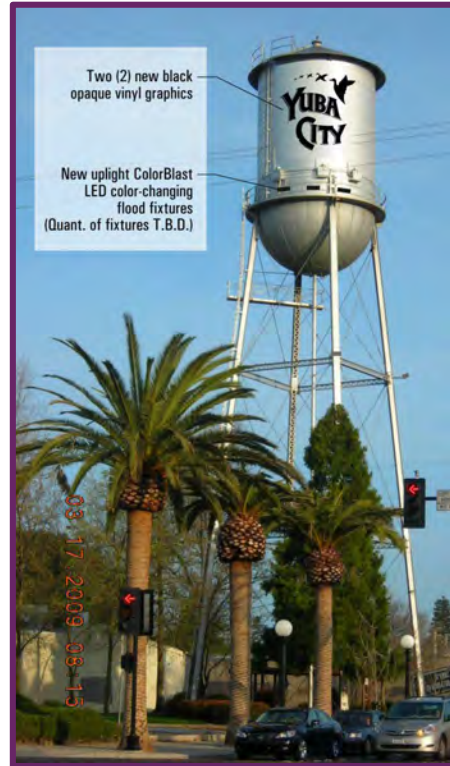


Draft Call to Artists



- Publicize art opportunity through YSA list of over 500 local artists and California Art Council
- Artists must be California-based
- Proposals evaluated by proposed design, past projects, innovation, experience, and artistic merit
- Two phases for the Request for Proposals:
 1. All qualified submissions reviewed by committee established by the City
 2. Finalists selected and given \$500 honorarium to refine proposals for potential award

Current State & Early Designs



Endless Possibilities



Recommendation



Approve the advertisement of a call to artists and begin the evaluation process for the development of an art image for the Yuba City Water Tower.